

**2002 – 2003**  
**Seminole County CVB**

**Sales &  
Marketing  
Resource Guide**



## PARTNER ASSOCIATIONS

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**Central Florida  
Regional Heritage  
Committee**



**RELIGIOUS  
CONFERENCE  
MANAGEMENT  
ASSOCIATION**

*August 2002*

*Dear Seminole County Tourism Industry:*

*The Seminole County CVB would like to welcome you into a brand new fiscal year and marketing cycle. Our team has worked diligently to construct a comprehensive marketing resource kit to help you increase exposure and revenue.*

*Included in this kit you will find a page by page listing of CVB sponsored programs and services as well as a host of cooperative opportunities. Important information regarding the Tourist Development Council and CVB research are also provided. It is the hope of our marketing team that you will use this guide as a working document that can be referenced and updated throughout the year.*

*As you review the kit you will see some new ideas as well as re-worked programs that will be more efficient and have greater reach. As always, we welcome your suggestions and appreciate your participation.*

*Sincerely,*

*Jack Wert*

*Jack W. Wert  
Executive Director  
Seminole County CVB*



## The Sales and Marketing Team

### Contacts At-A-Glance

Seminole County CVB  
1230 Douglas Avenue  
Suite 116

Longwood, FL 32779

Phone: 407-665-2900

Toll Free: 800-800-7832

Fax: 407-665-2920

Website: [www.visitseminole.com](http://www.visitseminole.com)



Executive Director

Jack Wert

407-665-2900

[jwert@co.seminole.fl.us](mailto:jwert@co.seminole.fl.us)

Contracts Coordinator

Kathryn Townsend

407-665-2905

[ktownsend@co.seminole.fl.us](mailto:ktownsend@co.seminole.fl.us)

Sales & Marketing Manager

Karen Brown

407-665-2913

[klbrown@co.seminole.fl.us](mailto:klbrown@co.seminole.fl.us)

Administrative Assistant

Fran Sullivan

407-665-2906

[fsullivan@co.seminole.fl.us](mailto:fsullivan@co.seminole.fl.us)

Visitor Services

Marie Harris

407-665-2900

[mmharris@co.seminole.fl.us](mailto:mmharris@co.seminole.fl.us)

Visitor Services

Dan Martin

Weekends / Holidays

407-665-2900

PR & Marketing

Laura Richeson

Vice President, Bennett & Company

407-425-6040

[Lricheson@bennettandco.com](mailto:Lricheson@bennettandco.com)

# Committees, Research and Reports

## Section At-A-Glance

- Seminole County Tourist Development Council
- Media Conversion Study
- Economic Impact Study and Visitor Profile
- Monthly Occupancy
- Orlando Sanford International Airport Statistics

## Committees, Research and Reports

### Seminole County Tourist Development Council

#### Profile:



- Networking and educational opportunity for industry sales and management teams
- Main business, budget, media, sales, partnerships and issues of the CVB are discussed
- Recommendations regarding TDC sponsorships and funding allocations are made by the nine member voting body to the Seminole County Board of County Commissioners
- Easy to use RSVP system for TDC is available on [www.visitseminole.com](http://www.visitseminole.com)

#### To receive more information about the TDC contact:

Jack Wert – Director  
Seminole County CVB  
Direct Line: (407) 665-2900  
Email: [jwert@co.seminole.fl.us](mailto:jwert@co.seminole.fl.us)

#### To receive more information about attending TDC meetings contact:

Fran Sullivan  
Seminole County CVB  
Direct Line: (407) 665-2906  
Email: [fsullivan@co.seminole.fl.us](mailto:fsullivan@co.seminole.fl.us)

*\*For an online archive of TDC meeting minutes, to view the TDC meeting schedule or to RSVP for a TDC meeting visit [www.visitseminole.com/insem/tdc.asp](http://www.visitseminole.com/insem/tdc.asp).*

## Committees, Research and Reports

### Seminole County Media Conversion Study

#### Profile:

- Determines the effectiveness of current advertising outlets
- Analyzes the relationship between advertising inquiries and actual visitation
- Provides detailed information on inquirer's interest in Seminole County, if they visited and if they did not visit.
- Report is available on [www.visitseminole.com](http://www.visitseminole.com)



### Seminole County Economic Impact Study and Visitor Profile

#### Profile:

- Determines the impact of visitor spending
- Analyzes the spending habits of the “overnight” visitor and the “day-tripper”
- Captures key demographic information of visiting population – (Anyone over the age of 18 not living or working in Seminole County)
- Report is available on [www.visitseminole.com](http://www.visitseminole.com)

## Committees, Research and Reports

### Seminole County Monthly Occupancy

#### Profile:

- Provides monthly tracking of Seminole County hotel occupancy
- Reports on information such as: number of rooms rented, ADR in aggregate and year to date averages

#### For more information or to become a participant in the Monthly Occupancy Report contact:

Red McCullough  
McCullough & Associates  
Direct Line: (407) 834-9939  
Email: bamared@ix.netcom.com

#### To receive a copy of the Monthly Occupancy Report contact:

Karen Brown – Sales & Marketing Manager  
Seminole County CVB  
Direct Line: (407) 665-2913  
Email: klbrown@co.seminole.fl.us

### Orlando Sanford International Airport Statistics

#### Profile:

- Provides monthly statistics for OSI
- Reports on yearly passenger counts and operations
- Direct link from the Inside Seminole section on [www.visitseminole.com](http://www.visitseminole.com)





# Sales and Promotion Opportunities

## Section At-A-Glance

- Altamonte Mall Information Kiosk Sponsorship
- Award Vacations – Package Booking Engine
- Brochure Racks
- Camp Creativity
- Dynamic E-Leads
- E-Leads
- Family & Friends – Holiday Version
- Family Version – Summer Weekend Version
- Fly-In Friends
- GolfPac / North Orlando Golf
- Hotel Mini-Website Listing
- [www.NorthOrlandoHotels.com](http://www.NorthOrlandoHotels.com)
- Nature Heritage Committee
- Sales Action Committee
- Sales Blitz with Southeast Airlines
- Specials Postings
- Sweet Heart Specials
- Trade Show E-Leads
- Additional CVB Resources



# Sales and Promotion Opportunities

## Altamonte Mall Information Kiosk Sponsorship

### Profile:

- Opportunity for Seminole County tourism related businesses to partner with the CVB in sponsoring the high traffic information kiosk location in the Altamonte Mall
- Includes artwork and capital improvements to the booth
- Placement of your brochures in a rack at the booth
- Inclusion on Mall's website and "on-hold" message
- Possibility of having instant internet connection to your website as well as a direct phone line to your business



### **Rates**

\$10,000 (\$5,000 per year)

### **Start & End Dates**

November 2002-November 2004

### **Participation Deadline**

September 1, 2002

### **Commitment Approval**

*(Please return via fax to Karen Brown 407/665-2920)*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## Sales and Promotion Opportunities

### Award Vacations - Package Booking Engine

#### Profile:

- Seminole County packages available on [www.visitseminole.com](http://www.visitseminole.com) that the consumer can purchase “real time”
- Hassle free packaging for hotels and attractions
- Opportunity to list these packages on your website
- Black-Out dates are allowed
- CVB will be heavily promoting this program in 2002-2003.



#### **Rates**

\$250 Annual Fee

#### **Distribution**

Varies

#### **Participation Deadline**

Ongoing

#### **Commitment Approval**

*(Please return via fax to Karen Brown 407/665-2920)*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

*\*Included in this section is a sample of hotel and attraction contracts provided by Award Vacations, Inc.*

# Seminole County Convention and Visitors Bureau

Award Vacation Corporation

ATTN: Bill Reed

1628 E. Southern Avenue, Suite 9-PMB 301, Tempe, AZ 85282

Telephone (480) 777-9793 Fax (480) 491 8916

Email: info@awardvacations.com

## Confidential Hotel Supplier Agreement

<b>Hotel Name</b>	
<b>Address</b>	
<b>Phone Number</b>	
<b>Email Address</b>	
<b>Fax Number</b>	
<b>On-Site Toll Free #</b>	
<b>Website URL:</b>	
Hotel Representative	
<b>General Manager</b>	
<b>Sales Manager</b>	
<b>Sales Phone</b>	
<b>Sales Fax</b>	
<b>Sales E-mail</b>	
<b>Reservation Manager</b>	
<b>Reservations Phone</b>	
<b>Reservations Fax Number</b>	
<b>Reservations E-mail</b>	
<b>Financial Controller</b>	
<b>Hotel Operator</b> (Full corporate name & address of contracting party)	

\_\_\_\_\_ ("HOTEL") and Award Vacation Corporation, AWARD, desire to enter into this Agreement as of \_\_\_\_\_, 200\_\_, whereby HOTEL agrees to have available for occupancy by guests reserving through AWARD, the full number of rooms specified herein each month in exchange for AWARD's promise to use its best efforts to provide bookings at the hotel location specified herein. In consideration of the above as well as other promises and obligations specified herein, and other good and valuable consideration the receipt and sufficiency of which is hereby stipulated, HOTEL and AWARD agree as follows:

## TERMS OF AGREEMENT

1. HOTEL represents and warrants that the information provided in Exhibit A "Features" attached hereto and incorporated herein are accurate to the best of HOTEL's knowledge and belief, and HOTEL agrees to promptly notify AWARD if any changes occur which would make the information provided inaccurate or misleading.
2. HOTEL agrees to honor all AWARD bookings made through block allotment and reported as per the terms of this Agreement. If the HOTEL finds itself in an accommodation overbooking situation, HOTEL agrees that AWARD clients shall be provided with alternative hotel accommodations of at least equal or upgraded standard facilities, transportation to the new hotel, and reasonable costs of advising relatives of the change of hotel (that being a fax or telephone call), plus reasonable recompense for the inconvenience.
3. HOTEL agrees to promptly advise AWARD of any changes to or closure of swimming pools, restaurants or other guest facilities immediately at time of planning any such change or closure and of any major renovations or re-construction of the hotel.
4. AWARD will prepay reservations (room rate, taxes and any meals if included) seven days prior to guests arrival or at time of reservation if less than seven days to guests arrival. Client is responsible for all incidental charges.
5. For cancellations two (2) days or less, or no shows, HOTEL shall be entitled to a (1) one night charge. If full payment has been received by HOTEL, then HOTEL agrees to refund the balance within Fifteen (15) days of guests scheduled arrival.
6. If the standard room rates made available by HOTEL to the general public are reduced subsequent to signing this Agreement, such that, the net room rates as provided in Exhibit B attached hereto and incorporated herein under this contract, are then less than 25% off the standard rate, HOTEL shall immediately reduce the rates to AWARD and notify AWARD of the new reduced net contract rates that will apply.
7. The failure by HOTEL or AWARD at any time, or for any period of time, to enforce strict compliance with this Agreement shall not constitute a waiver by either party of its respective rights herein, including any which may have not been enforced previously.
8. This Agreement may not be assigned, in whole or in part, by either party without the prior written consent of the other party.
9. HOTEL and AWARD agree that this Agreement will be effective as of the date first written above, and shall continue in full force and effect through December 31, 2003 from the date of signing, unless earlier terminated as provided herein.
10. HOTEL and AWARD agree that this Agreement shall automatically renew for an annual period unless prior notice is given, in writing, thirty (30) days prior to the expiration of the this agreement by either party that it shall not renew. Except, as a condition precedent to renewal, the provisions of this Agreement governing room rates, discounts off room rates and room inventory (block allotment) for the next following annual renewal period shall be amended, in writing, by mutual agreement thirty (30) days prior to the expiration of the applicable one-year period.

11. HOTEL and AWARD agree to the following stipulations and schedules:

**Block Allotment and Net Rates including Taxes**

1. HOTEL agrees that the rooms described below shall be set aside for AWARD's exclusive use. The rooms listed below are **not** affected by blackout dates unless previously agreed by AWARD and HOTEL. **Rates are net to hotel inclusive of all taxes and other charges.**

**Please Provide Rates through 2003.**

<b>Effective Dates From:</b>	<b>Effective Dates To:</b>	<b>Room Type</b>	<b>Max. Room Occup</b>	<b>Room Allotment</b>	<b>Net Rate Incl. Tax Sngl./Dbl.</b>	<b>Net Extra Person Chg. Incl Tax</b>
<i>*Jun 25, 2002</i>	<i>Dec 31, 2003</i>	<i>Standard</i>	<i>4</i>	<i>3</i>	<i>77.89</i>	<i>12.18</i>

\*Example

2. Children ages and rates if applicable.

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3. Senior ages and discounts if applicable.

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4. Any meals included in rate:

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5. Release back \_\_\_\_\_ days prior to arrival.

6. How do you wish Reservations reported to Hotel: Please circle-      FAX      Email

7. Black out dates (no rooms will be held on allotment during these dates)

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**Hotel Close Out Dates**

HOTEL may close out sell dates during the term of this agreement with notification to AWARD by fax or email. AWARD will stop selling closed dates on same day of notification and will have one Business day (24 Hours) to report to HOTEL close out rooming list.

**Cancellation Policy**

One night's contract room charge will apply for no shows or cancellations within 48 hours of scheduled arrival date.

**Agreed Marketing/Automation Support**

Amount: \$250.00

Payment made payable to Award Vacation Corporation and attached with agreement.

**Honeymoon Benefits**

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**Special Promotions**

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**Airport Transfer Rates (If service offered by Hotel)**

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- 12. Each party agrees to indemnify and hold the other harmless against all claims and liability, including reasonable attorney's fees and court costs, incurred by the other as a result of a breach of the terms and conditions of this Agreement.***

13. The terms and provisions of this Agreement shall be interpreted in accordance with and governed by the laws of the State of Arizona without regard to conflicts of law. The parties agree that any action brought on this Agreement shall be brought in the Courts of the State of Arizona.

WITNESS the following signatures and seals as of the date first written above.

**ADDRESS FOR NOTICE:**  
**AWARD VACATION CORPORATION**  
**1628 E. Southern Avenue**  
**Suite 9-PMB 301**  
**Tempe, AZ 85282**

**AWARD VACATION CORPORATION**

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Date: \_\_\_\_\_

**FOR AND ON BEHALF OF HOTEL:**

\_\_\_\_\_  
\_\_\_\_\_  
By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Date: \_\_\_\_\_

**FEATURES**

**Hotel Details:**

Date Established:	_____	Last Renovation:	_____
Total number of rooms:	_____	Total number of floors:	_____
Miles from Airport:	_____		
Check-In Time:	_____	Check-Out Time:	_____
Credit Cards Accepted (Y/N)	Amex ____	Visa ____	MC ____
	Discover ____	Other ____	Other ____

Location: \_\_\_\_\_ Style: \_\_\_\_\_

**Room Details:**

<b>Room Categories</b>	<b>No. of Rooms</b>	<b>Bedding</b>
<i>E.g. Standard</i>	<i>65</i>	<i>2 Kings</i>

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**Room Features:**

Air Conditioning	Yes/No
Ceiling Fan	Yes/No
Balcony/Verandah	Yes/No
Refrigerator	Yes/No



Microwave			Yes/No
Mini Bar			Yes/No
Tea/Coffee making facilities			Yes/No
Radio/Music			Yes/No
Television			Yes/No
Satellite/Cable TV			Yes/No
In-house movies			Yes/No
Telephone	Yes/No	Local calls free	Yes/No
Full Bath	Yes/No	Shower only	Yes/No
Hair Dryer in Room	Yes/No	On request	Yes/No
Iron in Room	Yes/No	On request	Yes/No
Safe in Room			Yes/No
Safety Deposit at front office			Yes/No
Bath Robes			Yes/No
Non Smoking Floors	Yes/No	Non Smoking Rooms	Yes/No
Other facilities _____			

### **Family Facilities:**

Interconnecting rooms			Yes/No
Baby-sitting services	Yes/No	Charge	Yes/No
Childcare center / Kids Club	Yes/No	Charge	Yes/No
Playground facilities			Yes/No
High Chairs	Yes/No	Child Menus	Yes/No
Cribs	Yes/No Charge	(payable direct _____)	
Will all room categories accommodate a crib over the above maximum capacity allowed in one room?			Yes/No
If yes, how many			(_____)

### **Dining & Entertainment Features:**

Number of restaurants		(_____)
Number of bars		(_____)
Number of coffee shops		(_____)
Room service	(from _____ to _____)	
Discotheque	Yes/No	Karaoke
Live entertainment		Yes/No
Specify _____		

### **Facilities for the Disabled:**

Special rooms for wheelchair guests	Yes/No
Special rooms for wheelchair with commode	Yes/No
Number of rooms for wheelchair guests	(_____)
Do rooms have easy access for wheelchairs	Yes/No
Can wheelchairs access all areas of the hotel	Yes/No
Do rooms have special bathrooms	Yes/No
Do bathrooms have rails at bath/toilet	Yes/No
Do bathrooms have wheel-in shower	Yes/No
Are disabled rooms connected to another ROH room	Yes/No

**General Amenities available at the Hotel:**

Hairdressing/Beauty salon					Yes/No
Gift Shops					Yes/No
Supermarket					Yes/No
Pharmacy/Drug store					Yes/No
Business Center	(From _____ to _____ hours)				
Medical service					Yes/No
Dental service					Yes/No
Parking facilities	Yes/No	Charge	Yes/No	Amount \$_____	
Luggage room					Yes/No
Shuttle Bus – Hotel to Downtown Operates					Yes/No
	From _____ hours to _____				
Cost per person one way	_____				
Day room					Yes/No
Pets	Yes/No	Charge	Yes/No	Amount \$_____	

**Recreational Features at the Hotel:****Free (Yes/No)**

Swimming Pool/s	Yes/No	Number (____)	Yes/No
Heated pool	Yes/No	Number (____)	Yes/No
Tennis courts	Yes/No	Number (____)	Yes/No
Night/Day	Yes/No	Number (____)	Yes/No
Racquetball courts	Yes/No	Number (____)	Yes/No
Nearest golf course _____			
Fitness room	Yes/No		Yes/No
Jacuzzi	Yes/No		Yes/No
Sauna	Yes/No		Yes/No
Health Club	Yes/No		Yes/No
Massage	Yes/No		Yes/No

Games room \_\_\_\_\_  
What games \_\_\_\_\_  
Other (details) \_\_\_\_\_

**Classification of your Hotel:**

Please circle –      Economy      Standard      First      Superior      Deluxe

AAA Rating: \_\_\_\_\_

**Any Other Hotel Information:**

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# Seminole County Convention and Visitors Bureau

Award Vacation Corporation

ATTN: Bill Reed

1628 East Southern Ave Suite 9-PMB 301, Tempe, AZ 85282

Telephone (480) 777-9793 Fax (480) 491-8916

Email: info@awardvacations.com

## **Confidential Attractions Supplier Agreement**

*Please fill in applicable information*

<b>Supplier Name</b>	
<b>Address</b>	
<b>Phone Number</b>	
<b>Fax Number</b>	
<b>On-Site Toll Free #</b>	
<b>Website URL:</b>	
<b>General Manager</b>	
<b>Sales Manager</b>	
<b>Sales Phone Number</b>	
<b>Sales Fax Number</b>	
<b>Sales Email</b>	
<b>Reservation Manager</b>	
<b>Reservations Phone</b>	
<b>Reservations Fax</b>	
<b>Reservations Email</b>	
<b>Accounting Rprsntve</b>	
<b>Accounting Phone</b>	
<b>Accounting Fax</b>	
<b>Accounting Email</b>	
Full corporate name & address of contracting party	

\_\_\_\_\_ ("Supplier") and Award Vacation Corporation, AWARD, desire to enter into this Agreement as of \_\_\_\_\_, 200\_\_, whereby SUPPLIER agrees to provide entrance to and use of the facilities by guests reserving through AWARD, in exchange for AWARD's promise to use its best efforts to provide bookings at the SUPPLIER's location specified herein. In consideration of the above as well as other promises and obligations specified herein, and other good and valuable consideration the receipt and sufficiency of which is hereby stipulated, SUPPLIER and AWARD agree as follows:

## TERMS OF AGREEMENT

1. SUPPLIER represents and warrants that the information provided in Exhibit A "Features" attached hereto and incorporated herein is accurate to the best of SUPPLIER's knowledge and belief, and SUPPLIER agrees to promptly notify AWARD if any changes occur which would make the information provided inaccurate or misleading.
2. SUPPLIER agrees to honor all AWARD vouchers presented by customers. AWARD agrees to immediately pay contracted net rates, including tax if any, upon invoice from SUPPLIER for redeemed AWARD vouchers..
3. SUPPLIER agrees to promptly advise AWARD of any changes to or closure of guest facilities immediately at time of planning any such change or closure and of any major renovations or re-construction of the SUPPLIER' premises.
4. If the rack rates made available by SUPPLIER to the general public are reduced subsequent to signing this Agreement, such that, the net rates as provided in Exhibit B attached hereto and incorporated herein under this contract, are then less than 20% off the rack rate, SUPPLIER shall immediately reduce the rates to AWARD and notify AWARD of the new reduced net contract rates that will apply.
5. The failure by SUPPLIER or AWARD at any time, or for any period of time, to enforce strict compliance with this Agreement shall not constitute a waiver by either party of its respective rights herein, including any which may have been enforced previously.
6. This Agreement may not be assigned, in whole or in part, by either party without the prior written consent of the other party.
7. SUPPLIER and AWARD agree that this Agreement shall automatically renew unless prior notice is given, in writing, thirty (30) days prior to the expiration of the agreement by either party that it shall not renew. Except, as a condition precedent to renewal, the provisions of this Agreement governing attraction rates for the next following renewal period shall be amended, in writing, by mutual agreement thirty (30) days prior to the expiration of the applicable one-year period.
- 8. Each party agrees to indemnify and hold the other harmless against all claims and liability, including reasonable attorney's fees and court costs, incurred by the other as a result of a breach of the terms and conditions of this Agreement.**
9. The terms and provisions of this Agreement shall be interpreted in accordance with and governed by the laws of the State of Arizona without regard to conflicts of law. The parties agree that any action brought on this Agreement shall be brought in the Courts of the State of Arizona.

**Agreed Marketing/Automation Support**

*Amount: \$250.00, Payment made payable to Award Vacation Corporation and attached with agreement.*

WITNESS the following signatures and seals as of the date first written above.

**ADDRESS FOR NOTICE:**

Award Vacation Corporation  
1628 East Southern Ave Suite 9-301  
Tempe, AZ 85282

**AWARD VACATION CORPORATION**

By: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Date: \_\_\_\_\_

**FOR AND ON BEHALF OF ATTRACTION:**

\_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Date: \_\_\_\_\_

## EXHIBIT A

### FEATURES

#### **SUPPLIER Details:**

Date Established: \_\_\_\_\_ Last Renovation: \_\_\_\_\_

Miles from Airport: \_\_\_\_\_

Opening Time: \_\_\_\_\_ Closing Time: \_\_\_\_\_

Credit Cards Accepted (Y/N) Amex \_\_\_ Visa \_\_\_ MC \_\_\_ Discover \_\_\_  
Diners \_\_\_ Carte Blanche \_\_\_ JCB \_\_\_

Location: \_\_\_\_\_

#### **Dining & Entertainment Features**

Number of restaurants (\_\_\_\_)

Number of bars (\_\_\_\_)

Number of coffee shops (\_\_\_\_)

#### **Facilities for the Disabled**

Can wheelchairs access all areas of the SUPPLIER property Yes/No

Does property have special bathrooms Yes/No

Does property have rails in bathrooms Yes/No

#### **General Amenities available at the SUPPLIER**

Shops Yes/No

Parking facilities Yes/No Charge Yes/No Amount \$\_\_\_\_\_

Luggage room Yes/No

Shuttle Bus – SUPPLIER to Downtown Operates Yes/No

From \_\_\_\_\_ hours to \_\_\_\_\_

Cost per person one way \_\_\_\_\_

Shuttle Bus – Downtown to SUPPLIER Operates Yes/No

From \_\_\_\_\_ hours to \_\_\_\_\_

Cost per person one way \_\_\_\_\_

#### **Any Special Attraction Features**

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#### **What's New**

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**Please attach description of attraction for "More Info" on website.**

**EXHIBIT B**  
**Attractions Net Rate Sheet**

Please provide rates through 2003.

<b>Attraction Name:</b> _____	
<b>Admission Type</b> _____	
<b>Rate Period From</b> _____ <b>To:</b> _____	
<b>Admission Net Rate (including applicable taxes):</b>	
<b>Ages</b>	<b>Net Rate</b>
Child	_____
Child	_____
Adult	_____
Senior	_____
<b>Dates Attraction Not Available:</b> _____	

<b>Attraction Name:</b> _____		
<b>Admission Type:</b> _____		
<b>Rate Period</b>		
<b>From:</b> _____ <b>To:</b> _____		
<b>Admission Net Rate (including applicable taxes):</b>		
	<b>Ages</b>	<b>Net Rate</b>
Child	_____	_____
Child	_____	_____
Adult	_____	_____
Senior	_____	_____
<b>Dates Attraction Not Available:</b> _____		

**ATTRACTION:**

Signed \_\_\_\_\_

Name \_\_\_\_\_

Date \_\_\_\_\_



# Sales and Promotion Opportunities

## Brochure Racks - Seminole County Specific

### Profile:

- Countertop brochure racks provided by FPIS to advertise Seminole County attractions in Seminole County hotels
- Resource for staff and guests
- CVB re-fills rack



### Size

Countertop model holds 6 different brochures

### Rates

Free

### Start & End Dates

Ongoing

### Distribution

Varies

### Commitment Approval

*(Please return via fax to Karen Brown 407/665-2920)*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## Sales and Promotion Opportunities

### Camp Creativity – Annual Marketing Meeting

#### Profile:

- Annual Meeting to generate ideas for the next year's CVB marketing plan
- Networking and opportunity for industry sales and management teams
- Annual (Late Spring)



#### To receive more information about Camp Creativity contact:

Karen Brown  
Seminole County CVB  
Direct Line: (407) 665-2913  
Email: [klbrown@co.seminole.fl.us](mailto:klbrown@co.seminole.fl.us)

## Sales and Promotion Opportunities

### Dynamic E-Leads (Electronic Leads)

#### Profile:

- Consumer reader response leads for publications such as Southern Living, Orlando CVB Visitor Guide, Florida Vacation Guide, etc., combined with leads generated by the CVB 1-800 number and website
- User is able to sort leads by zip code, length of visit, interests, etc.
- Easily converted to letters or labels
- Password protected for Seminole County tourism industry members



#### To receive your password for Dynamic E-Leads contact:

Karen Brown  
Seminole County CVB  
Direct Line: (407) 665-2913  
Email: [klbrown@co.seminole.fl.us](mailto:klbrown@co.seminole.fl.us)

*\*To access Dynamic e-Leads and tutorials visit [www.visitseminole.com/insem/eleads/login.asp](http://www.visitseminole.com/insem/eleads/login.asp). Contact Karen Brown for your log-in password.*

## Sales and Promotion Opportunities

### E-Leads (Electronic Leads)

#### Profile:

- Consumer reader response leads for publications such as Southern Living, Orlando CVB Visitor Guide, Florida Vacation Guide, etc...
- Leads are provided in CSV (comma separated value) format and are easy to convert to most database programs
- Easily converted to letters or labels
- Password protected for Seminole County tourism industry members



#### To receive your password for E-Leads contact:

Karen Brown  
Seminole County CVB  
Direct Line: (407) 665-2913  
Email: [klbrown@co.seminole.fl.us](mailto:klbrown@co.seminole.fl.us)

*\*To access Dynamic e-Leads and tutorials visit [www.visitseminole.com/insem/eleads/login.asp](http://www.visitseminole.com/insem/eleads/login.asp). Contact Karen Brown for your log-in password.*

## Sales and Promotion Opportunities

### Family & Friends – Holiday Version ~ (Nov. 2002– Jan. 2003)

#### Profile\*:

- **Hotel Offer** – If a guest stays a minimum of two nights at a participating hotel they will receive one night free
- **Attraction Offer** – Guests receive 20% off regular admission rate when they present the coupon
- Postcard to be distributed at the Visitor Information Centers in Longwood and at OSI.
- Postcard to be sent to CVB consumer leads collected in September-October 2003
- Offer available on [www.visitseminole.com](http://www.visitseminole.com)
- Bi-weekly email to CVB E-blast list
- Media coverage by Bennett & Company



<b>Size</b>	Formatted Rack Brochure
<b>Rates</b>	FREE
<b>Start Date</b>	November 1, 2002 – January 6, 2003
<b>Distribution</b>	2,500
<b>Participation Deadline</b>	September 20, 2002

#### Commitment Approval

*(Please return via fax to Karen Brown 407/665-2920)*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

*\*Disclaimer to appear on all collateral: Some restrictions may apply and this offer is not good with any other offer. Contact each individual hotel or attraction for booking and additional restrictions. Program expires January 6, 2003. Not available for groups or previously booked reservations. Subject to availability.*

## Sales and Promotion Opportunities

### Family & Friends - Summer Weekend Version ~ May 2003– July 2003

#### Profile\*:

- **Hotel Offer** – If a guest stays a minimum of two nights at a participating hotel they will receive one weekend night free
- **Attraction Offer** – Guests receive 20% off regular admission rate when they present the coupon
- Postcard to be distributed at the Visitor Information Center in Longwood and at OSI.
- Postcard to be sent to CVB consumer leads collected in February-April 2003
- Offer available on [www.visitseminole.com](http://www.visitseminole.com)
- Bi-weekly email to CVB E-blast list
- Media coverage by Bennett & Company



Size	Formatted Rack Brochure
Rates	FREE
Start & End Dates	May 1, 2003 – July 31, 2003
Distribution	2,500
Participation Deadline	February 14, 2003

#### Commitment Approval

*(Please return via fax to Karen Brown 407/665-2920)*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

*\*Disclaimer to appear on all promotional collateral: Some restrictions may apply and this offer is not good with any other offer. Hotel bookings must be consecutive nights and include a Saturday or Sunday night stay. Based on double occupancy. Contact each individual hotel or attraction for booking and additional restrictions. Program expires July 31, 2003. Not available for groups or previously booked reservations. Subject to availability.*

## Sales and Promotion Opportunities

### Fly-In Friends ~ August 2003 – October 2003

#### Profile\*:

- **Hotel Offer** – Stay for one night and receive the second night at the same hotel property (consecutive or non-consecutive) at 50% off
- Postcard to be distributed at the Visitor Information Center in Longwood and at OSI.
- Postcard to be sent to CVB consumer leads collected in June -July 2003
- Offer available on [www.visitseminole.com](http://www.visitseminole.com)
- Bi-weekly email to CVB E-blast list
- Media coverage by Bennett & Company



<b>Size</b>	Formatted Rack Brochure
<b>Rates</b>	FREE
<b>Start &amp; End Dates</b>	August 1, 2003 – October 31, 2003
<b>Distribution</b>	2,500
<b>Participation Deadline</b>	June 6, 2003

#### Commitment Approval

*(Please return via fax to Karen Brown 407/665-2920)*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

*\*Disclaimer to appear on all collateral: Some restrictions may apply and this offer is not valid with any other offer. Contact each individual hotel for bookings and additional offer restrictions. This 50% off coupon is only valid at the hotel property where the first night was spent (as indicated by authorized signature). Hotel bookings are based on double occupancy and may be consecutive or non-consecutive. The program expires October 31, 2003 and is not available for groups or previously booked reservations. Subject to availability.*



## Sales and Promotion Opportunities

### Golfpac / North Orlando Golf

#### Profile:

- Golf vacation package wholesaler
- Hassle free golf packaging
- Packages linked with [www.visitseminole.com](http://www.visitseminole.com)
- Strong partnership with CVB
- Located in Altamonte Springs



#### For additional information about North Orlando Golf contact:

Frank Ruff  
North Orlando Golf  
483 Montgomery Place  
Altamonte Springs, FL 32714  
Phone: (407) 260-2288 X217  
Fax: (407) 260-8989  
Email: [frankr@golfpactravel.com](mailto:frankr@golfpactravel.com)

## Sales and Promotion Opportunities

### Hotel Mini-Website Listing on [www.visitseminole.com](http://www.visitseminole.com)

#### Profile:

- **Mini website listing includes**
  - Logo
  - Photo
  - 75 words of copy about property
  - Link to corporate website
  - Link to driving directions
  - Link to “quasi” real time reservation booking



**Size** One Page

**Rates** \$300 one time set up charge

**Distribution** Varies

**Participation Deadline** Ongoing

#### Commitment Approval

*(Please return via fax to Karen Brown 407/665-2920)*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

*\*For a sample of a hotel mini-website, visit  
[www.visitseminole.com/where/hotels/springhill/sh\\_altamonte.asp](http://www.visitseminole.com/where/hotels/springhill/sh_altamonte.asp).*

## Sales and Promotion Opportunities

**www.northorlandohotels.com - Premiere Placement**

### Profile:

- New hotel oriented site
- Site will be optimized for maximum exposure on search engines
- Real time booking engine to be added within the next six months



### **Rates**

\$150 One time set up charge

### **Distribution**

Varies

### **Participation Deadline**

September 13, 2002

### Commitment Approval

*(Please return via fax to Karen Brown 407/665-2920)*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## Sales and Promotion Opportunities

### Seminole County Nature Heritage Committee

#### Profile:

- Quarterly meeting geared toward nature and heritage providers, but open to all
- Networking and educational opportunity for industry sales people
- Meetings usually feature guest speaker on various topics concerning the nature heritage community (i.e. – conservation, preservation, etc...)



#### **Frequency**

Quarterly

#### **Cost**

FREE

#### **Location**

Varies (alternates between nature and heritage venues each quarter)

#### To receive more information about joining SCNH contact:

Karen Brown  
Seminole County CVB  
Direct Line: (407) 665-2913  
Email: [klbrown@co.seminole.fl.us](mailto:klbrown@co.seminole.fl.us)

#### For additional information regarding SCNH:

Peggy Green (SCNH Chair)  
Big Oaks Ranch  
615 Grand Chenier Cove  
Chuluota, FL 32766  
Phone: (407) 365-8885  
Fax: (407) 365-3433  
Email: [peggy@bigoaksranch.com](mailto:peggy@bigoaksranch.com)

## Sales and Promotion Opportunities

### Seminole Sales Action Committee

#### Profile:

- Networking and educational opportunity for industry sales people
- Meetings usually feature guest speaker, CVB program updates, tour of venue, announcements and other pertinent information



**Frequency** Monthly

**Cost** FREE

**Location** Varies

#### To receive more information about SSAC contact:

Karen Brown  
Seminole County CVB  
Direct Line: (407) 665-2913  
Email: [klbrown@co.seminole.fl.us](mailto:klbrown@co.seminole.fl.us)

## Sales and Promotion Opportunities

### Sales Blitz with Southeast Airlines ~ Allentown, Pennsylvania

#### Profile:

- Opportunity to make calls on travel agents and businesses in Allentown
- Provides a networking opportunity with Southeast Airlines



**Size** 13 seats available

**Rates** \$100 airfare plus expenses

**Dates** October 7-10, 2002

**Participation Deadline** September 19, 2002

#### Commitment Approval

*(Please return via fax to Karen Brown 407/665-2920)*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

# Sales and Promotion Opportunities

## Specials Posting Feature on [www.visitseminole.com](http://www.visitseminole.com)

### Profile:

- Available to hotels, attractions, restaurants and shopping venues in Seminole County
- Flexibility to set specials and expiration dates specific to your business
- Easily tracked by sales staff



### To receive more information about posting specials contact:

Karen Brown  
Seminole County CVB  
Direct Line: (407) 665-2913  
Email: [klbrown@co.seminole.fl.us](mailto:klbrown@co.seminole.fl.us)

***\*\*POSTING TIP – When you are ready to post a special it is recommended to type out the content in a word processing format like Microsoft Word or Word Perfect and then copy and paste the content into the Details box. Sometimes when a special is submitted for posting it goes into computer limbo. This ensures that you always have a copy of the special.***

*\*To view the current listing of hotel specials, visit [www.visitseminole.com/where/specials/index.asp](http://www.visitseminole.com/where/specials/index.asp).*

*\*For hotel/motel specials posting instructions visit [www.visitseminole.com/where/specials/login.asp](http://www.visitseminole.com/where/specials/login.asp)*

*\*For dining specials posting instructions visit [www.visitseminole.com/what/dining/specials/login.asp](http://www.visitseminole.com/what/dining/specials/login.asp)*

*\*For shopping specials posting instructions visit [www.visitseminole.com/what/shopping/specials/login.asp](http://www.visitseminole.com/what/shopping/specials/login.asp)*

*\*For attraction specials posting instructions visit [www.visitseminole.com/what/attractions/specials/login.asp](http://www.visitseminole.com/what/attractions/specials/login.asp)*

***NOTE: Contact Karen Brown for a log-in to view posting instructions for all categories.***



## Sales and Promotion Opportunities

### Seminole County Sweet Heart Specials ~ January 2003 - February 2003

#### Profile:

- **Restaurants & Shopping Venues** – Special specific to their business (i.e. – complimentary cocktail, 20% discount, etc...)
- Postcard to be distributed at the Visitor Information Centers in Longwood and at OSI
- Postcard to be sent to CVB consumer leads collected in November-December 2002
- Offer available on [www.visitseminole.com](http://www.visitseminole.com)
- Bi-weekly email to CVB E-blast list
- Media coverage by Bennett & Company



<b>Size</b>	Formatted Rack Brochure
<b>Rates</b>	FREE
<b>Start &amp; End Dates</b>	January 1, 2003 – February 28, 2003
<b>Distribution</b>	2,500
<b>Participation Deadline</b>	November 15, 2002

#### Commitment Approval

*(Please return via fax to Karen Brown 407/665-2920)*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

*\*Disclaimer to appear on all collateral: Some restrictions may apply and this offer is not good with any other offer. Contact each individual restaurant or store for further restrictions. Program expires February 28, 2003. Subject to availability.*

*There is a good possibility that American Express will partner with the CVB on this promotion.*

## Sales and Promotion Opportunities

### Trade Show E-Leads

#### Profile:

- CVB Sales staff posts leads from actual tourism industry trade shows about 4 times per year
- Leads easily convert to most database programs
- Easily converted to letters or labels
- Password protected for Seminole County tourism industry members



#### To receive your password for Trade Show E-Leads contact:

Karen Brown  
Seminole County CVB  
Direct Line: (407) 665-2913  
Email: [klbrown@co.seminole.fl.us](mailto:klbrown@co.seminole.fl.us)

*\*To access Dynamic e-Leads and tutorials visit [www.visitseminole.com/insem/eleads/login.asp](http://www.visitseminole.com/insem/eleads/login.asp). Contact Karen Brown for your log-in password.*

## Sales and Promotion Opportunities

### Additional CVB Resources

#### Profile:

- Central Florida “Tear-Off” Maps – [www.visitseminole.com/pdfs/map\\_CentralFlorida.pdf](http://www.visitseminole.com/pdfs/map_CentralFlorida.pdf)
- Explore Seminole County – Official Visitor Guide Distribution
- Establish link to the official Seminole County CVB website – [www.visitseminole.com](http://www.visitseminole.com)
- Seminole County Promotional Video
- Seminole County CVB Welcome Kits
- Special Program Summaries & Information
- Display brochures at the Visitor Center in Longwood and at the Visitor Center at the Orlando Sanford International Airport



#### For additional information about any of these resources contact:

Karen Brown  
Seminole County CVB  
Direct Line: (407) 665-2913  
Email: [klbrown@co.seminole.fl.us](mailto:klbrown@co.seminole.fl.us)

# Media and Marketing Opportunities

## Section At-A-Glance

- Photo / Image Library
- Media Kits / Brochures and News Updates
- Seminole Shorts Story Suggestions
- Hospitality Night Host
- Media FAM Host (group and individual)

## Media and Marketing Opportunities

### Media and Marketing Opportunities Overview

The team of media and PR professionals at Bennett & Company spearhead the PR and marketing initiatives on behalf of the Seminole County CVB. This mission includes working with key journalists and travel writers to obtain editorial coverage to promote Seminole County as a unique tourist destination.

You'll find below five opportunities for participation to increase your exposure to a variety of media outlets and editorial opportunities. Specific program details will be available as the dates and deadlines are finalized throughout the year. If you are interested in any of the following opportunities, simply check the appropriate box(es) and return this form to Laura Richeson at Bennett & Company via fax 407-425-6099.

The 2002-2003 Marketing Plan Presentation is available online at [www.visitseminole.com](http://www.visitseminole.com).



Bennett & Company  
255 S. Orange Avenue  
Suite 1225  
Orlando, FL 32801  
Phone: 407-425-6040  
Fax: 407-425-6099  
[www.bennettandco.com](http://www.bennettandco.com)

## Media and Marketing Opportunities

### Media and Marketing Opportunities Checklist

#### ☐ Photo / Image Library

*A picture is worth a thousand words and we need your pictures. If you have high-resolution (300 dpi or greater) images available in electronic format, you are invited to send them to Laura Richeson via email at [Lricheson@bennettandco.com](mailto:Lricheson@bennettandco.com). These images will be used on the website, in news releases, printed materials and more.*



#### ☐ Media Kits / Brochures and News Items

*Do you have a new product, promotion or special event coming up? Bennett & Company responds to nearly 20 media inquiries each month for journalist in search of story information. Additionally, your news items may be included in the Seminole Shorts tourism newsletter, sent every other month via e-mail to more than 250 tourism professionals in the Central Florida area. Please be sure to send us a copy of your latest brochure, your own media kit and newsworthy items – we will weave these items together with our CVB tailored messages.*



**Seminole Shorts**  
NEWSPLETTER Vol. 1 No. 4

## Media and Marketing Opportunities

### Media and Marketing Opportunities Checklist *(continued)*

#### ☐ Media FAM Host (Group and Individual)

*Throughout the year, Bennett & Company invites key, prescreened journalists to visit Seminole County for both group and individual guided tours. These tours are themed (i.e., nature or history) and follow a scheduled itinerary. Although editorial coverage is not guaranteed, we carefully match the needs of the journalists with your company offerings. If you would like to host a travel journalist, with complimentary accommodations or admission, please complete the form on the following page and return it to Bennett & Company via fax 407-425-6099.*



#### ☐ Hospitality Night Host

*As a direct result of your ideas to create more opportunities for industry networking and education, the CVB will host a quarterly hospitality night. For example, each event will be from 5:30 to 6:30 p.m. and will include a presentation or guest speaker followed by networking opportunities and a tour of the host location. Specific timing and program details will be finalized with each location host and invitation notices will be included in the Seminole Shorts e-mail newsletter.*

#### Commitment / Interest Approval

*If you are interested in participating in the media and marketing opportunities, simply check all boxes that apply and Bennett & Company will contact you to finalize the program details.*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Additional Information or Areas of Interest: \_\_\_\_\_



☐ **Yes, we would like to be included in Seminole County CVB Media Tour Opportunities.**

We would like to be included on the list of attractions, shopping venues, restaurants and hotels for journalists and their guests to visit while in Seminole County during 2002-2003.

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_ Email \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Brief Description of Offer \_\_\_\_\_

\_\_\_\_\_

Blackout dates or Restrictions: \_\_\_\_\_

Reservations required (circle)                      Yes                      No

Tip included (circle)                                      Yes                      No

Tax included (circle)                                      Yes                      No

Additional Information \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

***Fax back to Laura Richeson at Bennett & Company ~ (407) 425-6099***

***255 S. Orange Avenue ♦ Suite 1225 ♦ Orlando, FL 32801***

***Phone: 407/425-6040***







## **Checklist for Working with Bennett & Company, the Public Relations Team for the Seminole County CVB**

- ☐ Send your updated press kit for the PR team to keep on file.
- ☐ Attend a CVB committee meeting or the annual Camp Creativity marketing workshop.
- ☐ Place us on your mailing list for news releases and newsletters.
- ☐ Send us 300 dpi, digital, color images via email to be used in news releases, newsletters and promotional opportunities with the CVB.
- ☐ Sign-up to participate in media tour opportunities.
- ☐ Forward information on special events so it may be included on the Calendar of Events that is distributed to the media.
- ☐ Be sure to link your website to the CVB website.
- ☐ Add our information to your rolodex:



**Laura Richeson, Vice President  
Bennett & Company Marketing  
255 S. Orange Ave., Suite 1225  
Orlando, Florida 32801**

**Phone: (407) 425-6040**

**Fax: (407) 425-6099**

**Email: [Lricheson@bennettandco.com](mailto:Lricheson@bennettandco.com)**



# Advertising and Co-Op Opportunities

## Section At-A-Glance

- Advertising Opportunities Overview
  - Category 1 – Brand Awareness
  - Category 2 – Explore Seminole County – Official 2003 Visitor Guide
  - Category 3 – Seminole County CVB Advertising Co-Ops
  - Category 4 – FLA USA Regional Partnership
  - Category 5 – Seminole County CVB Co-Op Partnerships
- FLA USA - Great Florida Getaways
- FLA USA - Undiscovered Florida
- FLA USA - Official Florida Vacation Guide
- Southern Living Magazine – Holiday Travel Special Section
- Best Read Guide - Daytona Edition

# Advertising and Co-Op Opportunities

## Advertising Opportunities Overview

There are four main categories of advertising placements planned for the Seminole County CVB for the 2002-2003 year. These strategic placements and opportunities include:

### Category 1 – Brand Awareness



Maintaining and building brand awareness of the Seminole County “Florida’s Natural Choice” theme is key in reaching target markets with target messages. Seminole County CVB image ads promote the entire county as a unique vacation destination and will be placed in:

- OOC CVB Unexpected Orlando Brochure
- OOC CVB Annual Visitor Guide
- Southern Living (Special Florida Sections)
- Golf Digest Magazine
- Family Travel Magazine Insert
- Other publications and target opportunities as they arise

### Category 2 – Explore Seminole County Official 2003 Visitor Guide

The new and improved Seminole County Official Visitor Guide includes easy-to-use maps and expanded editorial for golf, shopping, nature activities and all there is to see and do in the Seminole County area.

- Explore Seminole County – 2003 Official Visitor Guide

### Category 3 – Seminole County CVB Advertising Co-Ops

This year, the Seminole County CVB invites all hotels, attractions and businesses to share in the cost of a full-page ad in targeted publications. Creative development will be managed through the CVB for a unified look for the “Florida’s Natural Choice” theme and space is limited. These co-op opportunities include:

- FLA USA Great Getaways
- FLA USA Undiscovered Florida
- FLA USA Official Vacation Guide
- Southern Living – Special Florida Sections



# Advertising and Co-Op Opportunities

## Advertising Opportunities Overview *(continued)*

### Category 4 – FLA USA Regional Partnership

If you are a Visit Florida Partner, you may be interested in participating in the custom regional co-op with the Seminole County CVB. Visit Florida is introducing an exciting co-op initiative available to all Partners throughout the state. This new approach allows Visit Florida and its Partners to work more closely in developing customized co-op programs tailored to meet specific needs within each region (target audience, message, geography and timing).



*See attached details on this new co-op initiative with Visit Florida.*

### Category 5 – Seminole County CVB Co-Op Partnerships

As a tourism business in Seminole County, you are invited to co-op with the Seminole County CVB for a tailored advertising campaign for your specific company. A portion of the annual advertising budget has been allocated for a co-op match of 2:1 for each dollar invested. For every \$2 you spend toward an advertising program, Seminole County CVB will match with a \$1 commitment.

**For example, Hotel ABC wants to place an ad in the Jacksonville Times-Union at a total cost of \$10,000 – the hotel would pay \$6,666 and the CVB would pay \$3,333 - stretching your advertising dollars for a direct call to action to your business.**

Creative development and media placement will be managed through the CVB and Bennett & Company for a unified look for the “Florida’s Natural Choice” theme and campaigns must be reviewed and approved by Jack Wert, executive director of the CVB, prior to advertising placements.

Programs may begin as early as October 2002 and must be complete by September 2003 on a first-come first serve opportunity.

*See attached campaign ideas on this new co-op initiative with the Seminole County CVB.*

# Advertising and Co-Op Opportunities

## FLA USA Regional Partnership

If you are a Visit Florida Partner, you may be interested in participating in the custom regional co-op with the Seminole County CVB. Visit Florida is introducing an exciting co-op initiative available to all Partners throughout the state. This new approach allows Visit Florida and its Partners to work more closely in developing customized co-op programs tailored to meet specific needs within each region (target audience, message, geography and timing).



## Custom Regional Co-Op Campaign Ideas

### **Package 1 – Reaching New York Market**

- West Volusia County CVB
- New Smyrna Beach CVB
- Lake County CVB
- Orange County CVB
- Brevard County CVB

### **Package 2 – Reaching Allentown and Newark Markets**

- St. Pete / Clearwater CVB
- Southeast Airlines
- Dollar Rent A Car

### **Package 3 – Reaching Florida Drive Market / Daytona**

- Seminole County Attraction
- Dollar Rent A Car
- Weekend Hotel Stay

### **Package 4 – Reaching Florida Drive Market**

- Daytona USA – Second Tier Events
- Weekend Hotel Stay
- Dollar Rent A Car

### **Package 5 – Reaching Online Repeated Visitors (EBlast Advertising)**

- Hotels Stays – Book One Night, Stay the Second Night ½ OFF

## Commitment / Interest Approval

*If you are interested in participating in the Visit Florida Regional Partnership for custom co-op campaigns, please return via fax to Karen Brown / Jack Wert at 407/665-2920, **no later than Monday, August 26, 2002** so we may submit the required campaigns to Visit Florida.*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Estimated Dollar Commitment: \_\_\_\_\_

# Advertising and Co-Op Opportunities

## FLA USA Regional Partnership (*continued*)

### **REGIONAL CO-OP PROPOSAL** **THE CONCEPT:**



New York is the number one domestic feeder market to Orlando.

New Pan Am air service is now online from Orlando Sanford Airport to Newark. Dayton Beach Airport will launch Continental service to Newark in December. Combining the new service with the excellent connections already available from OIA to New York, we feel we have the platform for a promotional program for the New York Market.

We propose to produce a one-to-four page special advertising section in the New York Times Sophisticated Traveler Magazine in November 2002, supported by cable TV spots the three days prior to the Sunday launch.

**Benefits:** Sophisticated Traveler includes a Reader Service card so results can be tracked. Each participant would include their own 800 number and website for responses and tracking. We can cooperatively hit the New York Market to boost year-end and first quarter business.

#### **Sophisticated Traveler:**

1,694,138 circulation

Published in the Sunday New York Times

1 page \$47,628

2 pages facing \$40,925 each

4 pages \$39,544 each

The theme for the project could be: **The Best of Central Florida's Attractions and Beaches**

Each partner in the newspaper section would have the option to purchase one or more segments at **\$6,825** per segment based on a 2-page spread, 6 segments per page.

**Cable TV:** We propose to support the Sophisticated Traveler section with a cable TV buy on the Time Warner City Cable. We would suggest a mix of news, sports and women's channels.

The TV spots would carry the message:

**See the Best of Central Florida Attractions and Beaches**

**Section in Sophisticated Traveler in your Sunday New York Times.**

We would produce a separate spot for each participant and rotate the spots equally – 10 spots per partner – for the three days prior to the Sunday special section.

The projected cost for the cable TV would be approximately \$40,000 for 50 spots for a cost of \$8,000 for 5 partners.

**TOTAL COST: \$14,825 per participant less 1/3 from Visit Florida = \$9,933**

# Advertising and Co-Op Opportunities

## Seminole County CVB Co-Op Partnerships

As a tourism business in Seminole County, you are invited to co-op with the Seminole County CVB for a tailored advertising campaign for your specific company. A portion of the annual advertising budget has been allocated for a co-op match of 2:1 for each dollar invested. For every \$2 you spend toward an advertising program, Seminole County CVB will match with a \$1 commitment.



**For example, Hotel ABC wants to place an ad in the Jacksonville Times-Union at a total cost of \$10,000 – the hotel would pay \$6,666 and the CVB would pay \$3,333 - stretching your advertising dollars with a direct call to action to your business.**

Creative development and media placement will be managed through the CVB and Bennett & Company for a unified look for the “Florida’s Natural Choice” theme and campaigns must be reviewed and approved by Jack Wert, executive director of the CVB, prior to advertising placements.

Programs may begin as early as October 2002 and must be complete by September 2003 on a first-come first serve opportunity.

## Custom Co-Op Campaign Ideas with Your Target Message

- Direct Mail Postcard
  - Leisure Travelers Database
  - CFHMA Database
- EBlast Mailing
- Ads in Regional Daily Newspapers (i.e., Jacksonville, Daytona or Atlanta)
- Jacksonville Chamber Newsletter Insert
  - Business Travel to Orlando
- Sweepstakes and Package Promotions
- Pay-Per-Inquiry on Cable TV
- Outdoor Billboards
- Infinity Market Publications
  - Military Personnel
  - Meeting Planners

## Advertising and Co-Op Opportunities

### Seminole County CVB Co-Op Partnerships (*continued*)

There are hundreds of magazines and leisure travel publications that reach the leisure and corporate traveler and here is a sample list / recommendations for your tailored campaign.

- AAA Go Magazine
- Arthur Frommer's  
Budget Travel
- Bridal Guide
- Conde Nast Traveler
- Dollar Rent A Car  
Visitors Handbook
- Family Circle
- Florida Monthly
- FLAUSA.com
- Golf Magazine
- Gourmet / New Yorker
- Modern Maturity
- Orbitz.com
- Reader's Digest
- Travel + Leisure
- Travel Holiday
- TravelHost
- Travelocity.com
- WHERE Orlando

### Commitment / Interest Approval

*If you are interested in participating in the Visit Florida Regional Partnership for custom co-op campaigns, please return via fax to Karen Brown / Jack Wert at 407/665-2920 – campaign proposals will be evaluated and approved on a case-by-case basis to maximize the available co-op funding.*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Estimated Dollar Commitment: \_\_\_\_\_

Brief Summary of Campaign: \_\_\_\_\_

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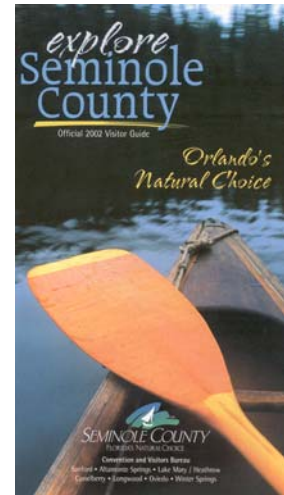


## Advertising and Co-Op Opportunities

### Explore Seminole County - Official 2003 Visitor Guide

#### Product Profile:

- New and improved format, easy-to-use maps
- Expanded editorial for golf, shopping, nature activities and all there is to see and do in the Seminole County area
- Reader Response Card will be included – advertisers receive weekly lists of names and addresses of people interested in your business
- Guaranteed distribution by the CVB at the Visitor Centers, local hotels, Chambers of Commerce, Info Centers and other high traffic tourist locations
- FREE editorial listings for accommodations, golf, attraction, restaurants and shopping advertisers.
- New! Enhanced Photo Listings



**Issue Date** January 2003 (annual publication)

**Distribution** 100,000

**Space and Material Deadlines** November 2002

**For More Information and Advertising Rates** Lisa Buffa Harley  
Miles Media Group  
1-800-683-1000 x 142  
[lisa.buffa@milesmedia.com](mailto:lisa.buffa@milesmedia.com)

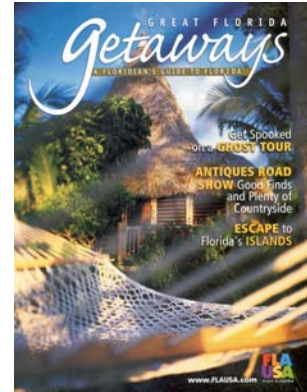
## Advertising and Co-Op Opportunities

### FLA USA – Great Florida Getaways

#### Product Profile:

The guide is the official VISIT FLORIDA print fulfillment piece for in-state marketing and advertising to promote travel by Florida residents.

The guide is a lifestyle activity-based publication written by professional travel writers who are experts in their subjects.



Seminole County CVB will have a full-page ad with space available for a **maximum of 4** co-op participants.

Creative development will be managed through the CVB for a unified look for the “Florida’s Natural Choice” theme.

<b>Size</b>	¼ Page, Full Color
<b>Rates</b>	\$750
<b>Issue Date</b>	May 2003 (annual publication)
<b>Distribution</b>	350,000
<b>Space and Material Deadlines</b>	January 13, 2003

#### Commitment Approval

*(Please return via fax to Karen Brown 407/665-2920)*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

# Advertising and Co-Op Opportunities

## FLA USA - Undiscovered Florida

### Product Profile:

Undiscovered Florida is a natural and historical guide covering cultural heritage tourism by trails within the state. Each tour has a different subject and includes highlights and listings of the areas, state and national parks, historic sites and monuments.

The 40 page, full color publication is inserted into *Smithsonian Magazine* and *Recommend Magazine*.



Seminole County CVB will have a full-page ad with space available for a **maximum of 4** co-op participants.

Creative development will be managed through the CVB for a unified look for the “Florida’s Natural Choice” theme.

<b>Size</b>	¼ Page, Full Color
<b>Rates</b>	\$500
<b>Issue Date</b>	May 2003 (annual publication)
<b>Distribution</b>	445,000
<b>Space and Material Deadlines</b>	January 3, 2003

### Commitment Approval

*(Please return via fax to Karen Brown 407/665-2920)*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

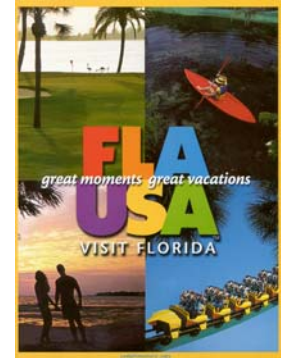
# Advertising and Co-Op Opportunities

## FLA USA - Official Florida Vacation Guide

### Product Profile:

The guide is the official VISIT FLORIDA print fulfillment piece for all marketing and advertising in English-speaking North America.

The publication has a fold out map and is sent to all lead inquiries received by VISIT FLORIDA by phone and email. The guide is a lifestyle activity-based publication and features eight regional sections.



Seminole County CVB will have a full-page ad with space available for a **maximum of 4** co-op participants.

Creative development will be managed through the CVB for a unified look for the “Florida’s Natural Choice” theme.

<b>Size</b>	¼ Page, Full Color
<b>Rates</b>	\$1,000
<b>Issue Date</b>	December 2002 (annual publication for 2003)
<b>Distribution</b>	650,000
<b>Space and Material Deadlines</b>	September 1, 2002

### Commitment Approval

*(Please return via fax to Karen Brown 407/665-2920)*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

# Advertising and Co-Op Opportunities

## Southern Living Magazine – Holiday Travel Special Section

### Product Profile:

Southern Living is the premier lifestyle magazine reaching nearly 14 million readers every month. Southern Living, in conjunction with the Southeast Tourism Society, presents a special holiday travel section in the November 2002 issue to appear in the Tennessee, North Carolina, Alabama and Georgia markets.



Seminole County CVB will co-op a ‘travel directory’ advertising listing for this special edition publication. **Space is available for a maximum of 1 co-op participant for this exclusive opportunity.**

Creative development will be managed through the CVB to highlight your company and call to action with a unified look for the “Florida’s Natural Choice” theme.

**Size** 1/6 Page, Black & White

**Rates** \$500 – SPECIAL OFFER

**Issue Date** November 2002

**Distribution** 770,000 readers

**Space and Material Deadlines** *This special offer is available on a first come, first server basis to just 1 participant.*

### Commitment Approval – Must Be Received by Friday, August 23, 2002

*(Please return via fax to Karen Brown 407/665-2920)*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

# Advertising and Co-Op Opportunities

## Best Read Guide – Daytona Edition

### Product Profile:

Seminole County CVB will have a 2 page spread in the Best Read Guide – Daytona Beach edition with one page devoted to image awareness, location and highlights of accommodations and attractions within a short drive to Seminole County.



The second full page of the spread is as a co-op opportunity for a **maximum of 4** co-op participants for each edition (printed every four months).

<b>Size</b>	1/4 Page, Full Color
<b>Rates</b>	\$95 per month (four month commitment)
<b>Issue Date</b>	<b>Three Editions Per Year</b> 1) November/December/January/February 2003 2) March/April/May/June 2003 3) July/August/September/October 2003
<b>Distribution</b>	Annual Circulation of 400,000
<b>Space and Material Deadlines</b>	1) September 4, 2002 2) January 2003 3) May 2003
<b>For More Information and Advertising Details</b>	Bill Ellis Best Read Guide 407-852-4010 <a href="mailto:best11@earthlink.net">best11@earthlink.net</a>